



SPORTS MARKETING ENTERPRISES

TO: Roger Farmer
FROM: Sheila McLenaghan *Sheila*
Sports Marketing Enterprises
Sales Relations - Winston Cup
919/741-4834
DATE: June 8, 1993
SUBJECT: 1993 NASCAR Winston Cup
Bud at the Glen

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During 1993 we will continue to support the NASCAR Winston Cup Series with a series of hospitality functions for R. J. Reynolds Tobacco Company customers.

The hospitality function at the following race will enable you and your Sales counterparts to entertain customers located in your local market:

Bud at the Glen

Watkins Glen International

Sunday, August 8, 1993

Our hospitality plans are as follows:

Sunday, August 8, 1993

Entertain and provide the following:

- invitation to the Winston Cup Hospitality Suite
- continental breakfast 9:00 a.m. - 11:00 a.m. in the Winston Cup Hospitality Suite
- buffet lunch 12:00 noon - 2:30 p.m. in the Winston Cup Hospitality Suite

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Following is the allocation of tickets for customers and Sales personnel:

| | <u>SALES</u> | <u>SME</u> | <u>TOTAL</u> |
|--|--------------|------------|--------------|
| | 40 | 20 | 60 |

Sales:

- o 8 of the 40 suite passes have been allocated for attendance by local Sales personnel. This allocation reflects our objective to maintain an acceptable employee - to customer ratio at these functions. SALES PERSONNEL WHO PLAN TO ATTEND THE HOSPITALITY SUITE SHOULD BE INCLUDED IN THE SALES ALLOCATION OF SUITE PASSES.

Customer:

- o 32 of the 40 suite passes have been allocated for attendance by invited customers.

The steps to be taken between now and the date of the function are as follows:

- develop a customer invitation list (responsibility - local Sales personnel)
- develop a printed invitation and send to local Sales personnel (responsibility - SME)
- mail or hand deliver invitations to customers on invitation list (responsibility - local Sales personnel)
- summarize invitation acceptances/declines and complete the attached Sales and Customer Attendance Lists. Fax lists to Sheila McLenaghan at 919-741-7793. (responsibility - local Sales personnel)
- distribute parking passes and suite passes to attending customers and Sales (responsibility - local Sales personnel)
- coordinate and ensure effective execution of entertainment function (responsibility - SME)
- attend race and function as host/hostess for customers (responsibility - local Sales personnel and SME)

The official customer and Sales attendance lists should be returned to my office by Monday, July 19, 1993, so that pre-printed nametags can be prepared.

Tickets and suite passes will be sent upon receipt of the attendance lists.

Your allocation for grandstand tickets for this event is \$500.

If you have any questions, please call me at 919/741-4834. We hope that the Winston Cup Hospitality Suite will prove to be an effective way for you to entertain your customers. Thank you for your interest and cooperation.

Sheila McLenaghan

master/sml

cc: Greg Littell
Ed McAtee